



Retail E-commerce Software Market in EMEA 2015-2019

“ Retail E-commerce Software Market in EMEA 2015-2019 ”is the latest addition to MarketResearchReports.Biz industry research reports collection.

About e-commerce software

Electronic commerce, commonly called e-commerce, refers to the process of buying and selling

products and services over computer networks. Several industries, such as traditional brick-and-mortar retailers, banks, travel agents, and online vendors, have aggressively incorporated e-commerce solutions. This technology helps them operate through web portals, gain competitive advantage, and reach more customers quickly. E-commerce software offers advanced capabilities such as searching, order management, cart management, content management, marketing, and reporting.

Technavio's analysts forecast the retail e-commerce software market in EMEA to grow at a CAGR of 12.55% over the period 2014-2019.

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Covered in this report

In this report, Technavio covers the present scenario and growth prospects of the retail e-commerce software market in EMEA for the period 2015-2019. To calculate the market size, the report considers revenue generated from the sales of e-commerce software license and services; services include training, maintenance and support, and consultation. The report presents the vendor landscape and a corresponding detailed analysis of the top five vendors operating in the market on the basis of platform usage.

The report presents the vendor landscape and a detailed analysis of the top five vendors in the retail e-commerce software market in EMEA. It discusses the major drivers influencing the market growth and the challenges faced by vendors and the market as a whole. It also covers the key emerging trends and their influence on the market.

Key vendors

- ATG Commerce (Oracle)
- Hybris Software (A subsidiary of SAP)
- IBM WebSphere
- Intershop Communications
- Magento

Other prominent vendors

- Adobe Systems
- CenturyLink
- Cleverbridge
- Ekm Systems
- Insite Software
- Jagged Peak
- JDA Software

Market driver : Increased penetration of web technologies

Market challenge :Threat from open-source solution providers

Market trend :Emergence of cloud-based approach

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